

Bamundo Qualitative Research

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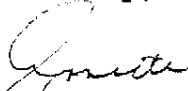
June 9, 1987

Ms. Karen Eisen
Philip Morris U.S.A.
120 Park Avenue
New York, New York 10017

Dear Karen:

Enclosed are five copies of the draft discussion guide for the focus groups on Blues cigarettes. Please discuss the guide with all in- volved parties, and call me with any changes/ modifications.

Cordially,



ANNETTE BAMUNDO

Enc.

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